

## ABSTRACT

### ***THE INFLUENCE OF PROMOTION AND BRAND IMAGE ON PURCHASE DECISION THROUGH BRAND TRUST A CASE STUDY OF NEW BALANCE CONSUMERS IN JAKARTA***

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*This study aims to analyze the influence of promotion and brand image on the purchase decision of New Balance shoes in Jakarta, with brand trust as a mediating variable. The research is motivated by the challenge New Balance faces in strengthening its brand image in Indonesia, despite achieving a global sales growth of 23% in 2023, totaling \$6.5 billion. In the Indonesian market, New Balance ranks sixth among favorite sneaker brands, with a 22.6% market share, significantly behind Nike and Adidas. This quantitative study employed Partial Least Square (PLS) analysis on 189 respondents residing in Jakarta who had purchased New Balance products. The results reveal that brand image and promotion have a positive influence on purchase decisions. Brand image also positively influences brand trust, which significantly mediates the relationship with purchase decisions. However, promotion does not significantly affect purchase decisions through brand trust. These findings highlight the importance of strengthening brand image and designing effective promotion strategies to enhance consumer trust and drive purchase decisions for New Balance.*

**Keyword:** *Promotion, Brand Image, Brand Trust, Purchase Decision, New Balance*